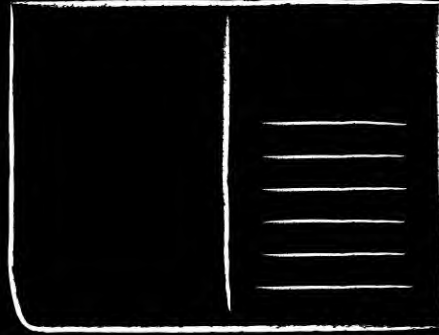


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Books In Browsers 2010


Day 2 Talks • October 22, 2010





LUDWIG VAN
BEETHOVEN

Symphony
No. 9



behaviors, which we all
manifest at so — it o
another, some
together."



A man with dark hair, glasses, and a mustache is shown in profile, speaking into a microphone. He is wearing a white t-shirt with a black graphic. The background is a plain, light-colored wall.







Famous Last Words?

—Small Publisher

—Big Publisher



Book Discussion &

Each month:

- 4.5 million books cataloged
- 900,000 books marked as 't
- 1 million discussion commen



A Global Shelf to...

- Backup your files (Local, Dropbox)
- Automatically add books to social network
- Consolidate the user experience (multiple retailers, a single app)
- Share what you're reading









Consistent in almost

ities



DeLuge













Web Fiction









Learnings

Great educational format (daily doses)

Enhancements got boys/mens interest

Need to prolong the experience

Move to digital was accepted after sampling

Audience embraced connection with puppet master

Readers really enjoyed real world connections

There is an appetite for transmedia stories

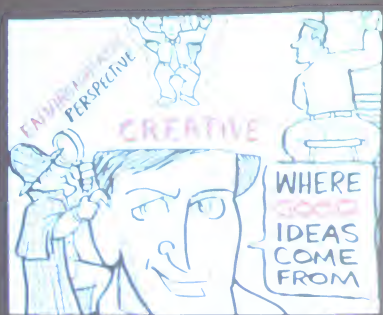












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